

ABSTRACT

Method, procedure, algorithm, system, and computer program for improving
5 and attempting to optimize the performance of messaging campaigns, particularly to
marketing campaigns in which advertisements or other messages are distributed over
an interactive measurable medium such as the Internet. A goal is to allocate the
message alternatives to the customer population to optimize business objectives. The
includes reading prior stage message state data pertaining to a prior stage including a
10 cumulative number of trials and a cumulative number of successes for a particular
message. Message performance results representing message trials and message
successes from the previous stage based on the prior-stage state are then read, and a
current message state is computed. A current message allocation is generated based
on the current message state. Desirably the cumulative number of trials and the
15 cumulative number of successes are discounted based on the age of the information.
This inventive procedure may be applied to various message types including, for
example, web site banner advertisements, electronic advertisements generally, email
messages and promotions, and the like. In one embodiment, the messages are
internet web site banner ads, trials are impressions of the ads presented to the user,
20 and successes are measured by clickthroughs from the banner ad to the web site
associated with the banner ad. Computer system, computer program, and computer
program product associated with the inventive method and procedures are also
provided by the invention.

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